

CBS Understands the Complexities of Buy-Sell Agreements and Insurance. We are Here to Help you Protect Your Client's Business, Assets and Family

WHAT IS A BUY-SELL AGREEMENT?

A buy-sell agreement among business owners funded by life insurance is a buyout agreement that lessens the chaos caused by a business owner's sudden departure, disability, or death.

HOW OFTEN SHOULD A BUY-SELL BE REVIEWED?

Even the best-laid succession plans, buy-sell arrangements, and insurance policies can fail if not reviewed regularly. As a rule, an advisor should review a client's buy-sell agreement and estate plan every three years. A life insurance professional should review life insurance annually. Businesses change rapidly, the regulatory environment constantly evolves. Your client may experience a life-changing event like a marriage, death in the family, the birth of a child or grandchild, divorce, etc. The buy-sell must be updated to change with the times.

WHY SHOULD I OFFER COMPLIMENTARY BUY-SELL REVIEWS?

Offering value-add services rather than only products or asset management will set you apart. Their business is your client's most important asset; its tentacles reach into every aspect of their financial life. Reviewing buy-sell agreements opens various sales opportunities, such as wealth transfer, retirement, and risk management planning. Additionally, offering buy-sell reviews will expand your network, bringing you into meaningful contact with your client's other business partners and advisors.

WHAT DOES A COMPLIMENTARY BUY-SELL REVIEW ENTAIL?

We need a copy of the buy-sell agreement and the owner's life and disability insurance information to conduct a buy-sell review. We will examine the entire agreement, including the buy-sell form, the tax implications, funding mechanisms, valuation methodologies, business protection clauses, and ensure that the agreement effectively addresses all the relevant buy-sell triggers. We will provide a highly polished deliverable you can share with your client and other advisors. If desired, we will explain the review directly to the client. *

* A CBS complementary Buy-Sell Review is not intended to replace a business owner's valued legal counsel.



Additional CBS Business-Owner Services and Strategies

BUSINESS SUCCESSION

- Redemption Buy-Sell Planning
- Cross-Purchase Agreements
- Cross-Endorsement
- Trusted Buy-Sells
- Estate Equalization
- Insurance LLCs
- One-Way Buy-Sells

BUSINESS PROTECTION SOLUTIONS

- Stay Bonuses
- Key Person
- Loan Protection

EXECUTIVE COMPENSATION

- Non-Qualified Deferred Compensation
- Executive Bonus Plans
- Restricted Executive Bonus Plans
- SERPs
- Corporate-Owned Life Insurance (COLI)
- DBO Plans

DISABILITY INCOME SOLUTIONS

- Key Person
- Loan Protection
- Business Overhead Expense

LTC PLANNING

- Executive-Carve-Out-Plans (LTC Planning)
- Multi-Life Plans

SPLIT-DOLLAR PLANS

- Loan Regime Split-Dollar
- Endorsement Split-Dollar
- Non-Equity Collateral Assignment Plans

QUALIFIED RETIREMENT PLANS

- Life in a Qualified Plan
- 412(e)(3) Plans
- Defined Benefit Plans

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